

The **Frontline Innovator Award** is given to a retail store who has shown exceptional inventiveness and ingenuity in their practices during the past year in their interactions with consumers.

Submission #1

Rough Trade Records

Rough Trade started selling records in london in 1976. Nearly 50 years later they are still on the front line of bringing music to fans in person in their NYC store, located at 30 Rockefeller Plaza.

Is nominee a Music Biz member — No

Submission #2

Grimey's Music

As President/Founder of the Alliance of Independent Media Stores and co-founder of Record Store Day (plus, Criminal Records in Atlanta) you might have heard of me. No doubt, you're familiar with AIMS member Grimey's Music in Nashville, TN. Doyle Davis, Michael Grimes and Anna Lundy's overall excellence in making Grimey's a fully modern and well-stocked record store, their commitment to the very soul of music is housed in a former church and it feels like it. Their in-store performances and parties take place on a permanent stage on what would have been the pulpit, the record rack stand in for pews. It's a vibe.

For the Frontline Innovator, I'd like to nominate them for their internationally celebrated mural projects, painted by local muralist Kim Radford. The vast murals have served as new release advertisements, and the announcement of Record Store Day ambassadors. Fan interaction and social media engagements are voluminous and charming, but the wonderfals begin and end when an artist poses in front of their very own mural. Please see attached images, that I cobbled together in a few moments. If selected for consideration, Grimey's and I will prepare a professional video going in-depth, with news stories featuring the artist Kim and a deeper dive into the archives.

Supporting Materials

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Eric Levin, AIMS

Is nominee a Music Biz member — Yes

Submission #3

The Sound Garden

Bryan Burkert has consistently hosted community events that have led to innovation and a much stronger relationship between record stores and artists/labels. The first being the Noise in the Basement event that led to the creation of Record Store Day. To this day he expands his store and invites all to be a part of the community. This community includes not just his customers but artists like Noah Kahan and Post Malone and extends out to the various coalitions. In my opinion Bryan is the embodiment of innovation in indie retail.

<https://photos.app.goo.gl/NEb8JWriHvNxCuvVZ>

Michael Kurtz, Dept of Record Stores/Record Store Day
Is nominee a Music Biz member — Yes

Submission #4

Electric Fetus

Electric Fetus has pioneered and perfected the practice of having artists sign copies of new vinyl when they're in Minneapolis for a live show. They put a lot of time and effort into the process (contacting tour managers, band managers, labels, venue contacts, ordering the product in time) and it results in such a special treat for their customers. Plus more sales for the artist, labels and distributors! They also do a great job of marketing and promoting these releases. Hats off to Electric Fetus!

Supporting Materials

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https://musicbiz.org/wp-content/uploads/gravity_forms/216-e9e1ebe7fb5069f2172ee1fa72ff56d0/2023/11/electric-fetus-deer-tick.jpg

Paige Brodsky, Streetlight Records
Is nominee a Music Biz member — Yes

Submission #5

Space Monkey Records

Space Monkey Records in Evansville, Indiana started up 4 years ago. We have been voted best of in our community for 3 years in a row and continue everyday to make sure to keep the same standards!

Meredith Rausch, Space Monkey Records, spacemonkeyrecordsllc@gmail.com
Is nominee a Music Biz member — No